

Amendments to the Specification:

Please replace paragraph [0046] with the following amended paragraph:

[0046] FIG. 1 depicts an environment in which the IXC Engine 10 and its associated graphical user interface 12 ~~(referred to as Inceptor Exceedia in the assignee's working model)~~ operate to provide a solution to the problems described in the "Background" section of this application.

Please replace paragraph [0049] with the following amended paragraph:

[0049] All actions taken, whether the actions are visits by search engine spiders or redirections, are logged and reported to an Online Marketer 32 who configures the IXC Engine via ~~Inceptor Exceedia~~ graphical user interface 12. Customer or prospect 22 navigation through Online Marketer's Web site 20 can also be tracked and reported through image tags placed on each web page.